

Leander Community Meeting





Welcome to the Community Meeting

- > **Discuss** updated draft land use map
- > **Review and prioritize** recommendations

Agenda

- > Project Status and Update
- > Review of feedback from June Meetings
- > Revised Future Land Use Map
- > Recommendations and Implementation Strategies
- > Next Steps

Schedule

PROJECT INITIATION

- > Data Collection + Plan Review
- > Summary of Goals, Policies and Strategies
- > Initial Meetings + Tour

1

CITY ASSESSMENT

- > City Assessment
- > Community Survey
- > Stakeholder Interviews
- > Technical Memo: State of the City
- > Community Meeting #1

2

CONCEPT PLAN DEVELOPMENT

- > Initial Concept Plan
- > Community Meeting #2
- > Concept Plan Refinement and Subarea Plans

3

POLICY FRAMEWORK + STRATEGIES

- > Policy Framework + Implementation Strategies
- > Action Plan
- > Community Meeting #3

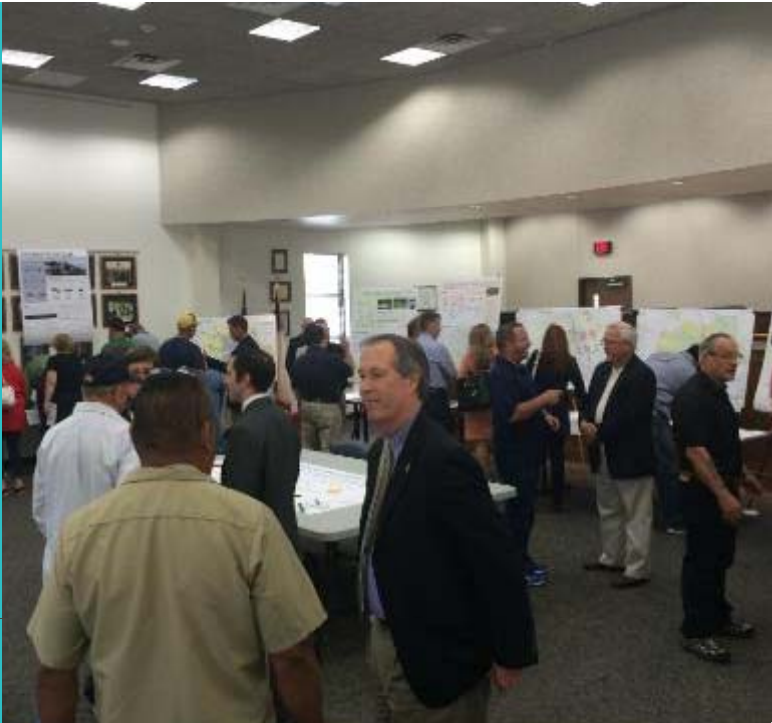
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PLAN DOCUMENTS

- > Updated Comprehensive Plan Documents
- > Final Plan
- > Executive Summary

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Community Meetings



Focus on Whole Life Education!

I'm not sure it makes sense to lump the large and small neighborhood centers into the same groupings. It's easier to specify the specifics behind these areas by breaking them down into ~~the~~ subgroupings.

1. BASED ON COMP PLAN, WHAT IS THE APPROX. BUILD OUT POPULATION RANGE?
2. WHEN TOTALING ALL COMMERCIAL NODES, WHAT IS THE POTENTIAL TOTAL SQUARE FOOTAGE OF RETAIL/COMM.?
3. WHAT IS THE PLANNING GAUGE TO DETERMINE AN APPROPRIATE BALANCE OF RETAIL TO ROOF-TOPS? CAN YOU COMPARE TO SIMILAR CITIES?
4. HOW DO YOU AVOID ALLOCATING TOO MUCH COMMERCIAL LAND?
5. WHAT IS THE REACTION OF RETAILERS + RETAIL DEVELOPERS TO THE AMOUNT OF "MAIN STREET" RETAIL?

Promote Old Town!
A lot of people in Leander just discovered it at the Old Town Festival. As business owners in Old Town - for 4 years we need promotion to this destination. Alley way foot traffic will work in Old Town. Need A viable access from train station Old Town.

Need a Bike + hike Trail around Lakes along River That is accessible from all areas of Town or from Park Parking

Feedback

- > How much land for commercial development is needed?
- > Limit the location and designation of land for apartments
- > New development should complement character of existing single-family development
- > Action items should be realistic and short-term
- > Compare Leander to cities with the same tools

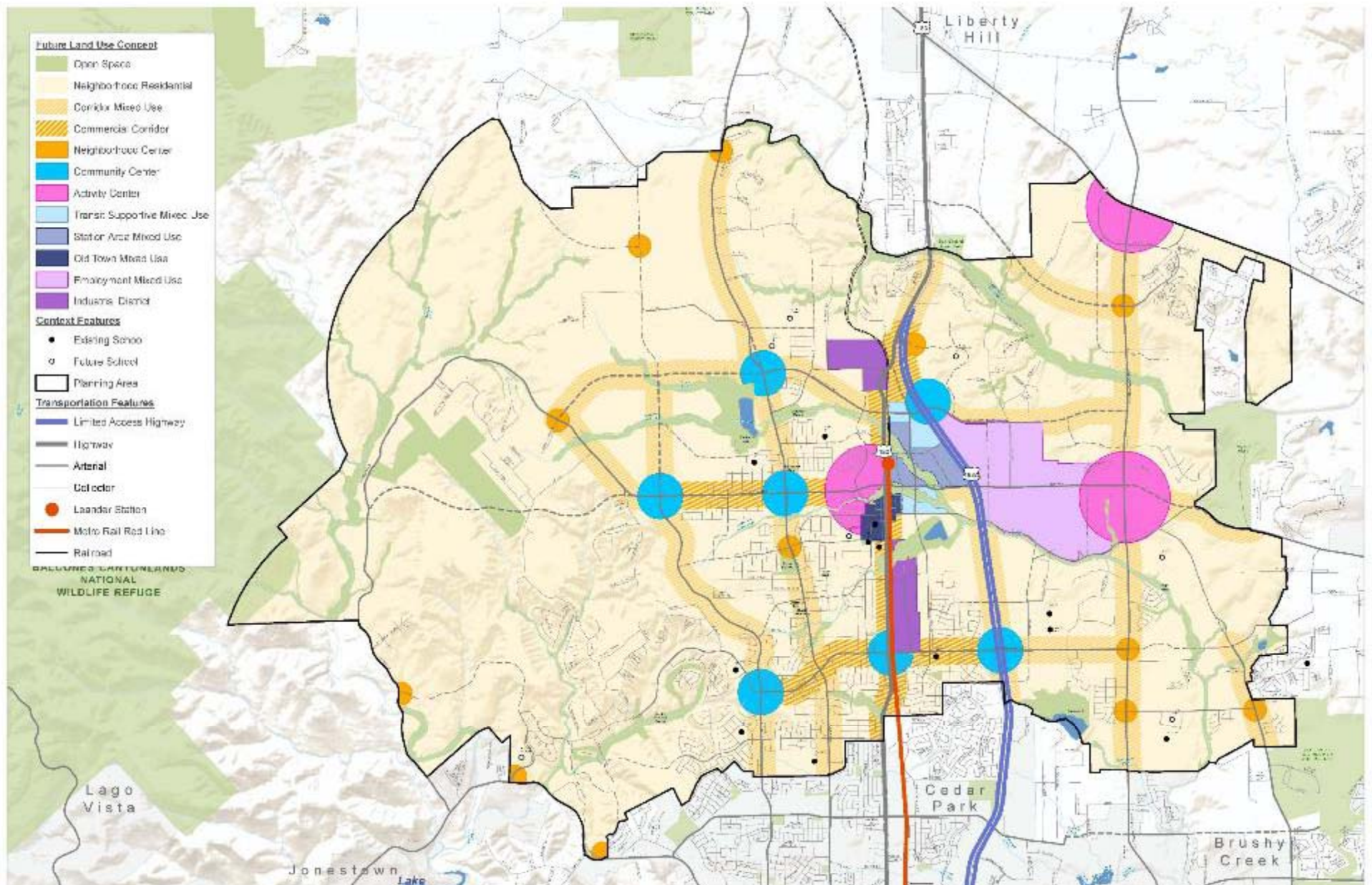
Themes

- > Residents can live and **work** here.
- > Residents can do most of their **shopping** in Leander.
- > Leander attracts quality development that promotes **fiscal benefits**.
- > Residents can safely **walk and bike** places.
- > Residents can take the **bus** places.
- > **Old Town** is the civic and cultural center of the City.
- > **Leander Station** is the new hub of the City.
- > Leander has a variety of **housing options**.
- > Leander has 3rd places... Not home, not work but places to **play, socialize, create and learn**.



Future Land Use

- > Discuss revisions since last draft
- > Review land use categories and descriptions



Revised Future Land Use Map

Changes since last draft

- > Consolidation of **centers**
- > Refinement of **center classifications** based on additional market analysis
- > Introduction of **commercial corridor** category
- > Clarification of **land use categories**

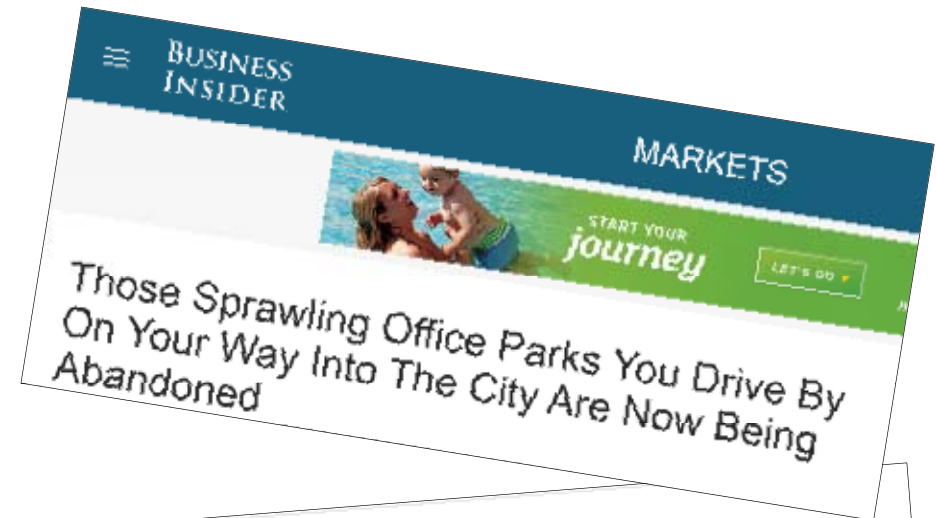
Industrial District

- > Areas for **heavy industrial use**
- > Close proximity to **major infrastructure** including highways and railroads
- > Areas to avoid **incompatible** uses/encroachment issues
- > Opportunity for existing business to **expand** and new employer **recruitment**



Employment Mixed Use

- > Areas for a mixtures of **job-generating uses** including flex space, warehousing, office, retail and commercial services
- > Opportunity for **large footprint**, single-tenant buildings



Employment Mixed Use Concept



Old Town Mixed Use

- > Variety of uses including office, retail and restaurants, residential, civic
- > Infill development should complement existing fabric
- > Variety of housing types
- > Walk-friendly

Old Town Mixed Use Example



Old Town Mixed Use Example

Roanoke, TX



Station Area Mixed Use

- > **Variety of uses** including office, retail and restaurants, residential, civic and institutional
- > Suburban station with **urban dwelling** options (apartments, townhomes, live/work units)
- > Central public **gathering space/park**
- > Compact, **walkable form** while also providing parking needed for **park-n-ride commuters**

Station Area Mixed Use Example

Carrollton, TX



Transit Supportive Mixed Use

- > **Variety of uses** (residential, retail, office, neighborhood services, civic) oriented to station area. Density needed to support rail.

Farmers Branch, TX



Centers - 3 Types

| Type | Typical Uses | Typical Commercial Square Footage | Trade Area Size |
|----------------------------|--|-----------------------------------|-----------------|
| Activity Center | Office, retail, commercial, restaurants, residential | >400,000 | 5-15 miles |
| Community Center | Office, retail, commercial, restaurants, residential | 125,000-400,000 | 3-5 miles |
| Neighborhood Center | Convenience commercial | 30,000- 125,000 | 1-3 miles |

Standards Source: International Council of Shopping Centers, US Shopping-Center Classification

Centers- 3 Types

Supply

| TYPE | Acres | Available or Underutilized | Res % | Non-Res% | FAR | Non-Res Build Out |
|---------------------------------|-------|----------------------------|-------|----------|--------------|-------------------|
| Activity Center (3) | 1,044 | 366 | 55% | 45% | 0.20 | 1,434,866 |
| Community Center (6) | 714 | 425 | 55% | 45% | 0.20 | 1,666,170 |
| Neighborhood Center (12) | 335 | 152 | 50% | 50% | 0.20 | 662,112 |
| | | | | | Total | 3,763,148 |

Centers- 3 Types

Demand

| Planning Area (City + ETJ) Projections | 2015 | 2020 | 2025 | 2030 | 2035 | 2040 | Square Footage Needed |
|--|-------|-------|-------|-------|-------|--------------|-----------------------------|
| Retail Jobs | 1,558 | 1,989 | 2,538 | 3,240 | 4,135 | 5,277 | 2,433,655 |
| Office Jobs | 533 | 681 | 869 | 1,109 | 1,415 | 1,807 | 416,572 |
| | | | | | | Total | 2,850,227 |

Supply - Demand = **Approx. 900,000 square feet surplus**

Activity Center Concept



- > **Regional Destination** within the community. Wide range of uses including commercial, entertainment, office, townhomes, apartments, quad and duplexes small-lot single-family, civic and institutional.

Activity Center Examples

Denton, TX



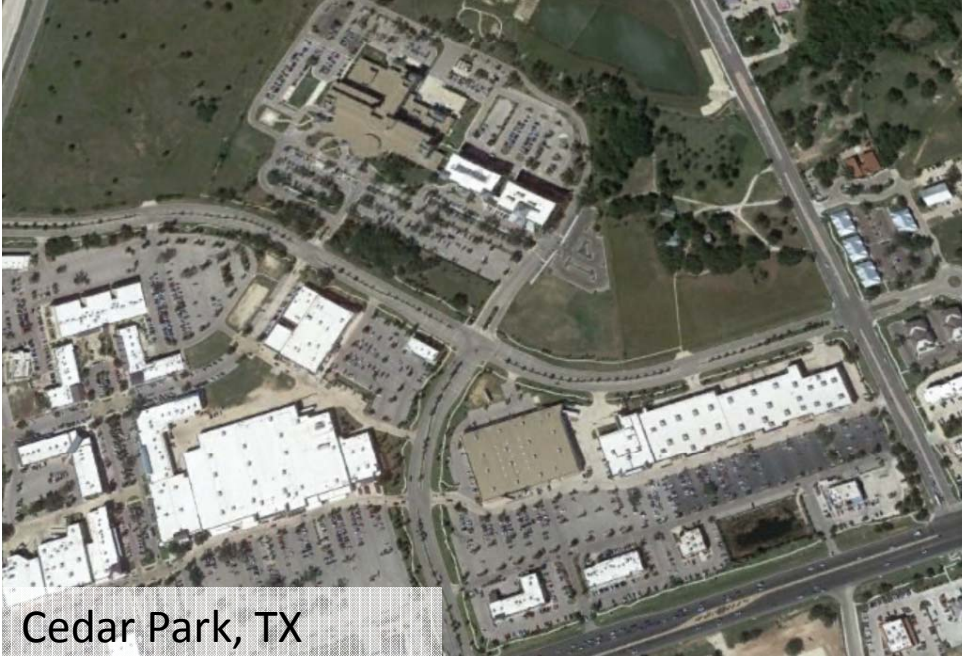
Allen, TX



Addison Circle, TX



Cedar Park, TX

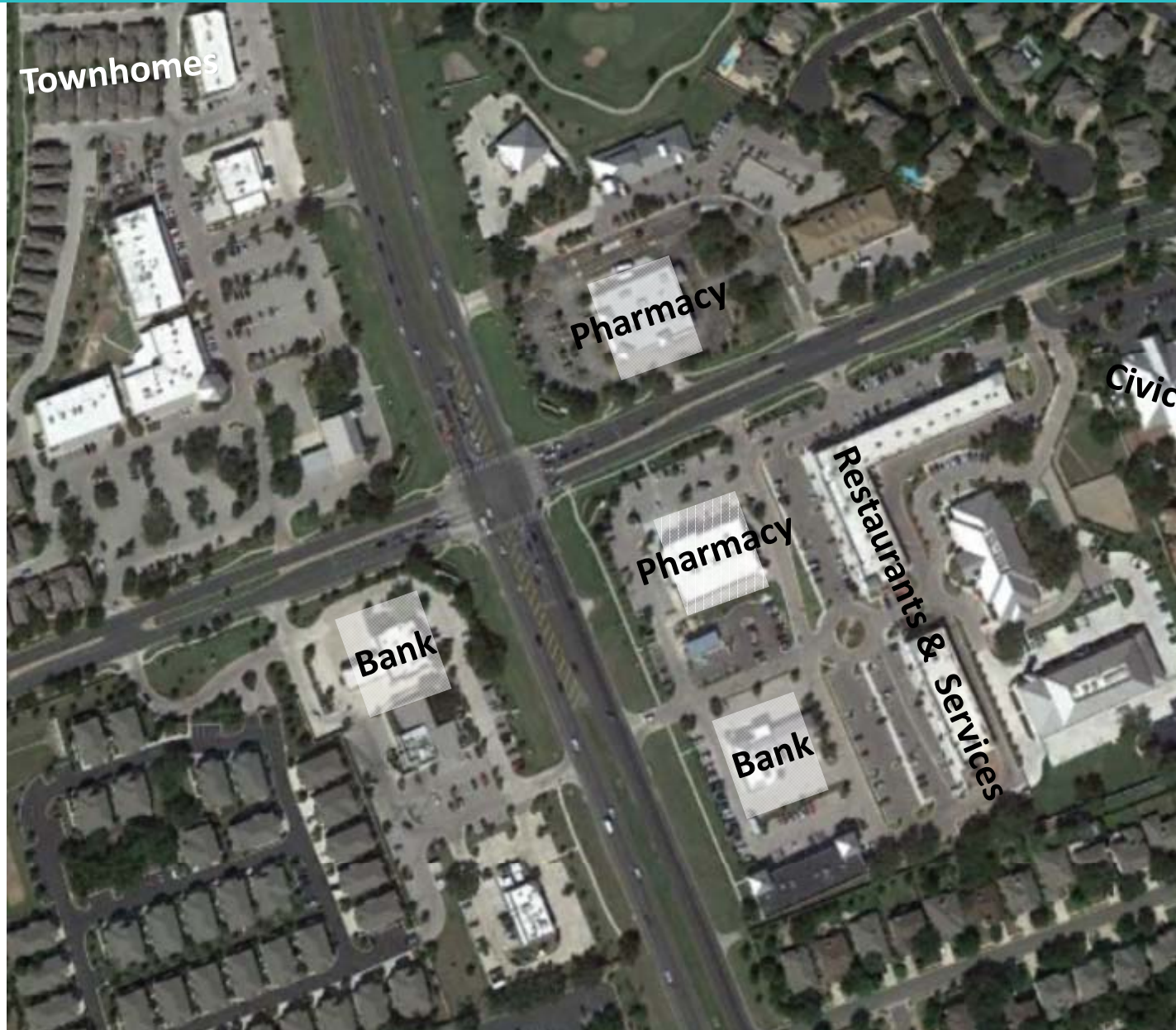


Community Center



- **Community Destination** Wide range of uses including commercial, small office, townhomes, quad and duplexes small-lot single-family.

Community Center Example



Neighborhood Center



> Neighborhood Destination

Retail, restaurants and service oriented businesses, small professional offices, small-lot single-family, townhomes, quadplexes and duplexes

Neighborhood Center Example



Corridors- 2 Types

Commercial Corridor



- > Uses appropriate along these corridors include a variety of commercial uses including retail, restaurants office and flex space. Access should be managed through common entry/exits.

Corridors- 2 Types

Mixed Use Corridor



- > Uses appropriate along these corridors include a variety of residential, small office, civic and institutional uses. Access should be managed through common entry/exits, development should be compatible to and sensitive of existing neighborhoods.

Centers and Corridors



Avery Ranch, TX

Neighborhood Residential





Recommendations

- > Review and prioritize recommendations

Council Priorities

1-3 yr Priorities

- > Economic Development
- > Connect ACC to Leander Station
- > Focus on Old Town
- > Senior Center
- > Bond Task Force

3+ yr Priorities

- > Connect Old Town to Leander Station
- > Expand system of trails and parks
- > Focus on major transportation projects
 - > Roads
 - > Trails
 - > Local Transit

Priority Recommendations (1-3 yr)

Position Leander as a destination for employers.

- Identify target industries.
- Develop a strategy to market local targets.
- Evaluate and expand the city's existing set of economic development incentives.
 - Adopt Old Town Development Incentives and identify a sustainable funding source.
 - Establish a Tax Increment Finance District (TIF) for business park development.

Priority Recommendations (1-3 yr)

Promote Old Town as a civic and culture destination within the City.

- Develop an Old Town Strategic Plan.
- Promote walkability within Old Town.
 - Develop and implement streetscape projects within Old Town starting with N. Brushy Street between W. South Street and W. Broade Street.

Priority Recommendations (1-3 yr)

Connect between destinations.

Connect the Austin Community College (ACC) to Leander Station.

- Construct the North Branch of Brushy Creek Trail segment that will connect the new apartment development adjacent to Mel Mathis to Leander Station.
- Develop a funding source to acquire right-of-way and construct trails to complete the connection along the North Branch of Brushy Creek.
- Work with the ACC design and construction team to ensure that their trail/sidewalk planning is in harmony with the city's plans.

Priority Recommendations (1-3 yr)

Create unique destinations throughout Leander.

- Create a unique Leander identity.
- Continue to expand Leander's park and recreation system.
 - Construct a senior center.

Priority Recommendations (3-5 yr)

Promote the Transit Oriented Development (TOD) as an urban destination within a suburban community.

- Recruit TOD developers.
- Develop a P3 (public/private partnership) strategy for the TOD area.
- Define and participate in a catalyst project.

Priority Recommendations (3-5 yr)

Connect between destinations.

> Connect Old Town to Leander Station.

- Complete the planned OLD FM 2243 Trail from US 183 to proposed East Street.
- Complete US 183 Trail from Old FM 2243/Hero Way to South Street.

Priority Recommendations (3-5 yr)

Create unique destinations throughout Leander.

- Prepare a public space master plan.
- Continue to expand Leander's park and recreation system.
 - Update the parks and recreation master plan.
 - Construct trails



Next Steps

- > Draft Final Plan
- > Final Presentations